



**Business Plan**

**François-Xavier Bonneville**

**Will Robertson**

**Matthew Conley**

**Benjamin Butty**

<b>Table of Contents:</b>	<b>#</b>
Executive Summary	1
Mission Statement	2
Differentiated Value	2
Value Proposition	2
Business Model	4
Market Analysis	4
Marketing Plan	5
Risk and Competitive Analysis	6
Financial Plan	6
Cash Conversion Cycle	8
Company Operations	8
Management Team	9

<b>Appendices:</b>	<b>#</b>
Appendix I – Platon.com Input/Output Diagram	10
Appendix II – Case Study	11
Appendix III – Simplified Viral Marketing Model	12
Appendix IV – Cumulative Users Projection	13
Appendix V – Income Statement	14
Appendix VI – Cash Flow	15
Appendix VII – Balance Sheet	16
Appendix VIII – Technical Development Plan	17
Appendix IX – Business Development Plan	18
Appendix X – Platon.com Homepage Preview	19

## Executive Summary:

If you're looking for an easy way to save money and help the environment, Platon.com is the website for you. Platon.com is an internet platform that allows users to track their carbon footprint while also providing free recommendations on how to save money by creating a greener lifestyle. Using an interactive online interface, users will have the opportunity to input information regarding their house, preferred mode of transportation and lifestyle. This information would include aspects such as the home heating system, the type of windows in the home, insulation, appliances, current total energy consumption as well as commuting time. By evaluating the results and comparing data of the average person in a user's area, the platform will generate a PlatonScore which would indicate a user's overall carbon footprint. In this system, a user would seek to lower their PlatonScore as much as possible.

Platon.com is no ordinary carbon calculator. In addition to the carbon footprint indicator, the user will be given recommendations on how to improve a PlatonScore. These recommendations would be greener products, appliances, and services available in a given area. Product recommendations could then be filtered by factors such as overall PlatonScore reduction, carbon reduction, cost savings and price. This creates a significant amount of value for the user. A customer would need to contact at least a dozen providers and manufacturers such as plumbers, window framers, car dealers, contractors and other home experts in order to get accurate information on green and cost saving products. However, by using Platon.com, a user has access to a one stop shop where all the information has been grouped, categorized and made readily available. This creates a strong value proposition for the user as it saves time, provides information and facilitates transactions.

All product recommendations would be fuelled by strategic partnerships to sell products as well as general advertising throughout the site. Long-term main streams of revenues will be commission based sales facilitated by the website and advertising spots on the website itself. By linking green conscious with eco-friendly manufactures, Platon.com provides an easy, straight forward solution for service providers to reach an online community of their target customers.

In addition to creating value for users and service providers, the business is scalable and presents opportunities to use low cost forms of advertising. Competition, friendship, and ego are major motivators for everyone and it will certainly be a critical element to Platon's success. By linking the PlatonScore with social media applications such as Twitter and Facebook, an online community will be created. This community will connect as many people as possible and encourage friendly rivalry among users who will be seeking ways to reduce their PlatonScore.

Therefore, as the founders of Platon.com, we are very confident that this start-up will yield a healthy profit margin. With our value creation strategy for users as well as manufacturers we are looking forward to achieving our company objectives.

### Mission Statement:

The company seeks to match green conscious and price sensitive consumers with vendors as well as service providers who offer green products and services. Platon.com accomplishes this by using an interactive platform which yields a calculation of a consumer's carbon footprint in the form of a PlatonScore as well as recommendations for featured products or services that could improve the PlatonScore.

### Differentiated Value:

There are tools on the web to help consumers calculate their total annual carbon footprint. Platon.com did not invent this idea. Most of the information needed to make a judicious choice on the next green product you will buy is also available on the internet. The question is: how much time and energy are is the average consumer willing to spend in order to research and organize all these numbers? Is it really worth the savings you will get from it in the end? For most people, the answer to this question is "no"; either because they do not have the time, the resources or the willingness to go that far. Platon.com is the online solution to this problem. By inputting easy to find information about your lifestyle, such as electricity bills and commuting distance, Platon's platform is able to give you personalized recommendations on green products that can have a positive impact on a customer's lifestyle. (Appendix I) In addition, it enables a consumer to sort the product recommendations per price, PlatonScore reduction, money savings and payback period. (Appendix II) There is no need to go through a research process. Platon.com has you covered!

### Value Proposition:

#### Consumers

How much is this availability of information worth to a user looking for his personal best green investment? To answer this question, we have prepared a time analysis for a user to collect and arrange the needed information. For this purpose, we kept it simple with a total of 25 potential products. The analysis goes as follows for two different processes: by phone, or the internet.

Over the phone		Over the Internet	
Average time per call (h)	0.3	Average time per website (h)	0.15
Number of calls required	20	Number of websites visited	30
Total Call Time (h)	6	Total Browsing Time (h)	4.5
Organization of the data (h)	3	Organization of the data (h)	3
Total Time (h)	9	Total Time (h)	7.5
Salary (\$/hour)	25	Salary (\$/hour)	25
<b>Total cost (\$)</b>	<b>225</b>	<b>Total cost (\$)</b>	<b>187.5</b>

Now, we conducted the same analysis for a user going through the PlatonScore system:

<b>With Platon.com</b>	
Average time to input information (h)	0.25
Number of website required	1
Total browsing time (h)	0.25
Organization of the data (h)	0
Total time (h)	0.25
Salary (\$/hour)	25
<b>Total cost (\$)</b>	<b>6.25</b>

Now, if the most efficient way of doing the research independently, which is in this case over the internet is compared to using the Platon platform, the user can save more than 181.25\$.

<b>Value Proposition to the User</b>	
Over the internet (\$)	187.5
With Platon.com (\$)	6.25
<b>Total savings (\$)</b>	<b>181.25</b>

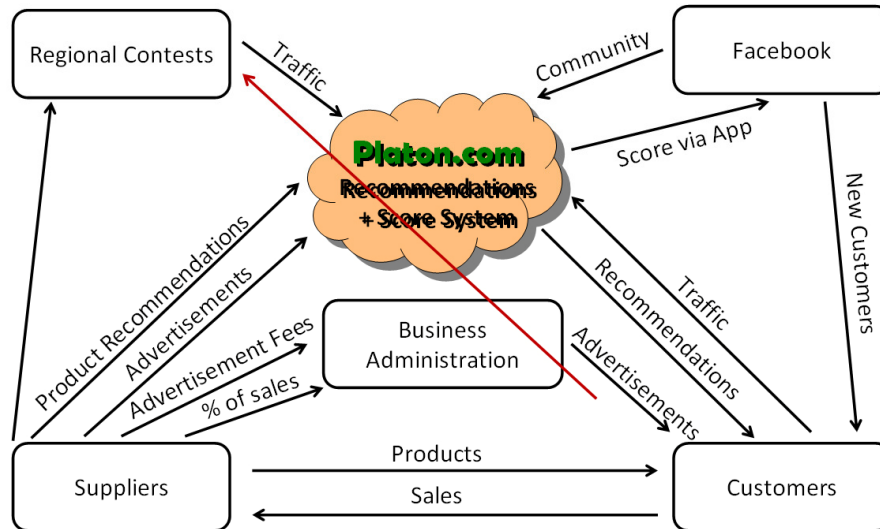
### ***Suppliers and Service Providers***

Platon.com not only provides significant value for the user but also for the suppliers and service providers. Platon.com offers a unique opportunity to access a target market of green conscious students, families and business owners who not only want to help the environment, but also are seeking to save money. This offers larger firms the prospect of accessing a specific market segment but also offers the opportunity for smaller firms to have a strong internet presence. The Value Proposition for Suppliers and Service Providers can be summarized as follows:

- Saves time for firms; eliminates the need to seek out traditional marketing options
- Saves money for firms; traditional advertising can be costly, Platon.com allows firms to customize
- Provides targeting convenience; firms will have a stronger access to a specific market

Therefore, Platon.com offers a more efficient and lower cost alternative to traditional advertising methods.

## Business Model:



## Market Analysis:

Platon is positioned as an intermediary in the “green” environmentally friendly products and services market. This market is composed of firms that offer products or services that are a more environmentally friendly alternative to traditional products. These firms are all competing to provide consumers a way to feel better about their consumption and impact on the environment.

Consumers are actively looking for ways to be more environmentally friendly, and Platon is positioning itself to be the source of that information. Currently the firms that offer these green products are having trouble reaching potential buyers. There are many consumers that want to use their products, but it is either too costly or time consuming to research and seek out the solutions.

The market place already has firms that assess an individual’s impact on the environment, however these tools, often referred to as carbon calculators, fail to provide methods for the user to reduce their impact. There are a number of consultancies and individuals that offer advice on how to green a firm’s operations, however these solutions are not practical for individuals and families that want to find ways to make little changes.

Currently the market supports firm’s with green solutions, however there is not a strong marketing force behind these products. Platon believe it can connect the consumers who are unaware of these solutions, with providers who can offer great value to the consumers. As an intermediary between the two sides, Platon is a partner to these vendors, rather than competing with them.

Firms such as the Bonneville Environmental Foundation (BEF) offer a carbon calculator, which offers you the opportunity to pay a small sum of cash to “offset” your carbon emissions. This is a common model

for these online service providers, however it is more of a conscience clearer than a real solution to curb your impact. Another service Earth Lab calculates your impact and offers advice on how to reduce it, reducing your score when you “pledge” to make the little changes they suggest. These changes are things like “I won’t pre-rinse my dishes before putting them in the dish washer” and they do not provide links to services or solutions that will help change your habits.

## **Marketing Plan:**

Platon will be marketing to two distinct groups: consumers that use the application and businesses who want to offer their services to the users.

### ***Consumer Marketing***

Marketing to consumers will be done through three main channels; public relations, online advertising, and viral marketing.

### ***Public Relations***

There are a number of online news, blogs, and communities dedicated to environmentally friendly news and initiatives. These will be great places to reach out to and let them know about Platon’s service. When Platon launches in a limited invitation-only beta, these communities will be provided special invites and asked to provide their feedback, giving them a sense of exclusivity and involvement. Coverage by these niche media sites will make getting the attention of mainstream media easier, since Platon will have connections to journalists through these niche websites.

### ***Online Advertising***

Advertisements online will expose Platon to potential users on the web that visit related websites or make related web searches. Platon will use a mix of display advertising purchased on websites in the environmentally friendly industry and search engine marketing on search engines such as Microsoft’s Bing and Google Search. These search advertisements will target people who are searching for green services and for information on their environmental impact.

### ***Viral Marketing***

A viral marketing mechanism will be designed into the core of the Platon application’s experience. Users will have the ability to connect their PlatonScore to their Facebook and Twitter accounts, publishing the PlatonScore they generated, with a call-to-action challenging their friends and followers to beat them with a lower PlatonScore. This sharing capability will add a social side to Platon, enticing people to share their PlatonScores and challenge others. The viral coefficient of this type of sharing has been forecasted at 1.29, meaning that every user who shares their PlatonScore will lead to an average of 1.29 new users signing up. (Appendix III and Appendix IV)

### ***Business Marketing***

Marketing Platon to firms that offer products to help reduce environmental impact will be conducted through direct sales and helped from the PR efforts on the consumer side. When businesses see the Platon tool they will want their products as part of the library of recommended solutions, and be willing to pay for this inclusion. Initially, Platon will be contacting businesses directly and explaining the opportunity to them. After the public launch Platon will develop a self-serve signup process to enable vendors to signup and populate the solution database themselves.

**Risk and Competitive Analysis:**

Platon faces risk on the initial investment into building the website and technology behind the product. This initial investment into development will be made before it is certain that a sufficient number of users and business customers sign on to the service. This risk will be reduced by actively seeking and signing on customers during the development phase, rather than waiting until after the application is built.

There is also a risk that another established firm in the environmental services industry might copy the model of Platon and release a competing service. This problem is most likely unavoidable, however to decrease the impact of such an event, Platon will move quickly to reach the market first. Research will be done and a patent lawyer will be consulted to see if the technology behind Platon is suitable for patent protection.

**Financial Plan:**

(Appendix V, Appendix VI and Appendix VII)

Platon.com is more than just a simple carbon calculator. It is also a profitable business opportunity. Platon’s long term plan is to use two separate revenue streams in order to fulfill the value propositions to both the user and the service provider.

**Featured Product Recommendations**

Once a PlatonScore has been generated, the interactive website interface will generate featured product recommendations for greener and cost saving products. In order for firms to feature products or services on the interface they must first negotiate a commission agreement with Platon. The agreement would be contingent upon the nature of the product or service a firm wishes to feature, the number of products a firm wishes to showcase and the pricing segment of a product or service.

Segments	Price Per Segment	Example
Small Priced Items	\$10 - \$199	Tap Filter
Medium Priced Items	\$200 - \$1000	Hot Water Tank
High Priced Items	+\$1000	Green Car

Platon predicts to have a viewership of 100,000 views in the first year. At a commission of 5% per item, and varying the amount of items purchased per pricing segment, Platon can predict revenues of \$69,000 in the first year.

**General Advertising Revenue**

In addition to the featured product recommendations, Platon will be designed with two side banner advertising spaces. This would allow firms to customize their exposure on the Platon platform. It further allows businesses who do not wish to feature individual products or services to still have access to the users of Platon.

Although this represents the long-term financial structure of Platon it is clear this model will not be cash flow sustainable in start-up phase of the firm. Therefore, Platon.com plans to use a flat fee offer strategy in order to ensure positive cash flow for the first two years of the firm's operation.

In the first year, Platon can predict a viewership of 100,000 views per day. At a click-through-rate of 5% and cost per click of \$0.10, Platon can predict \$182,500.00 of revenue in the first year from advertising.

### ***Flat Fee Agreement***

In order to create initial cash flow for the firm, Platon will offer a trial period for the first twenty service providers. These providers would be allowed to feature five products on the website recommendations for a flat fee of \$500 per month. This would generate a total of \$10,000 per month and \$120,000 for the first year. This money would serve as the initial capital for the firm. In time, these twenty providers would be given the option to opt into a commission based sales agreement or keep the current agreement

Platon will seek to keep at least half of these providers on this agreement into the second year of operations in order to maintain steady cash flow. However, by the third year of operations, Platon will look to have all featured product providers on the commission based sales agreement.

### ***Financial Strategy***

Upon review of the appendices relating to the financial aspects of Platon, it is clear that the more profitable revenue stream is due to advertising as opposed to the commission agreement for featured products and services. Platon views this as a strategic advantage. As Platon continues to expand, focus can focus on ensuring that the interactive interface is generating the most relevant and the most accurate information. This flexibility will be available due to the consistent revenue stream which will be generated by the General Advertising stream.

### ***Expenses***

Platon.com can expect to maintain consistent and low-costs throughout operations. The website and the Platon Calculator will both be designed by François-Xavier Bonneville and Will Robertson. However, based on the soft-capital investment by the partners of the firm, the website has been allocated a valuation of \$2,000 and the Platon Calculator a valuation of \$2,735.

Projected yearly expenses are projected to be \$89,280.00 per year or \$7440 per month. The monthly expenses will be allocated as follows:

- Administrative Expenses - \$4000 per month
- Marketing Expenses - \$2000 per month
- Website Maintenance - \$1200 per month
- Telephone Costs - \$240 per month

### ***Bootstrap Capital***

In order to create an initial valuation for the firm, the team has decided to reinvest the winnings from the Explorim.org Business Model Competition as well as \$1000 from each partner. However, as indicated above, the firm will seek to negotiate a Flat Fee Agreement in order to create a constant cash flow for the firm.

### **Cash Conversion Cycle:**

Based on our first year projections, Platon can expect the following Cash Conversion Cycle:

$$\begin{aligned} \text{CCC/year} &= (\$89,280 - \$371,500)/365\text{days} \\ &= \text{-\$773/days} \end{aligned}$$

### **Company Operations:**

Platon's technical development and business operations plan is a rapid paced plan to develop the product and launch it to the public quickly.

### ***Technical Development Plan***

The development of Platon's proprietary PlatonScore calculator and web application will be developed internally. Development has begun on February 17th, 2011. Following five days of specification and requirements documentation, the application is to be developed in one week. The user interface has been wireframed, prototyped, and user tested for five days starting February 17th, 2011, and fully designed and implemented during the following week concurrently with application development. Three days of internal testing and bug fixing will be followed by a four week beta period, with beta invitations issued on a rolling basis as bugs are identified and fixed and the infrastructure is tested for proper scaling. After the beta period, Platon will launch to the public on April 1st, 2011. (Appendix VIII)

The website has been developed with leading web technologies, including PHP, MySQL, CSS3, and HTML5. The application has been designed with scaling in mind, and is designed for a high number of concurrent connections and database calls. The user interface has been optimized for easy-of-use and to have a distinct brand.

### ***Business Development Plan***

The business operations are off to a quick start, with the value proposition and financial forecasts completed. Platon has signed three clients during the development phase, and will endeavour to sign an additional 17 during the beta period. Marketing materials will be developed to reach these partners. During the beta period a significant effort will be dedicated to the public relations strategy. The viral marketing capabilities built into the application will be closely monitored and the success will be closely monitored, tweaking it to optimize the viral coefficient. (Appendix IX)

## **Management Team:**

Platon will be managed by all four business partners. These partners are François-Xavier Bonneville, Will Robertson, Matthew Conley and Benjamin Butty.

### ***Technology Development – François-Xavier Bonneville :***

François-Xavier Bonneville is a 4th year Mechanical Engineering student at the University of Ottawa. He worked in a bike shop for 7 years, doing sales, mechanics and cleaning. He then went to the USA at age 18 at an architect bureau where he answered the phone, without speaking English. He has worked as an engineer/foreman in a robotized manufacturing plant start-up and loved it. He also has been responsible for moving a 40,000lbs machine from Oklahoma to Quebec.

François-Xavier Bonneville will work as the Chief Technology Officer (CTO) for Platon.com

### ***Operations Management – Will Robertson:***

Will Robertson is a 4<sup>th</sup> year E-Business student at the Telfer School of Management. Specializing in E-Business and Entrepreneurship, Will has been involved in a number of web startups based in Ottawa.

Will Robertson will work as the Chief Operating Officer (COO) for Platon.com

### ***Financial Management – Matthew Conley:***

Matthew is a 3rd year Finance student at the Telfer School of Management. At age 15, he started his own company, MBC Websites and Slideshows. He used all revenues from the business to move from Lethbridge, Alberta to Ottawa. He has also worked on the floor of the House of Commons as a Parliamentary Page, as an IT Coordinator at two different Coldwell Banker offices and as the Special Assistant to the Member of Parliament for Don Valley West.

Matthew Conley will work as the Chief Financial Officer (CFO) for Platon.com

### ***Marketing Strategy – Benjamin Butty:***

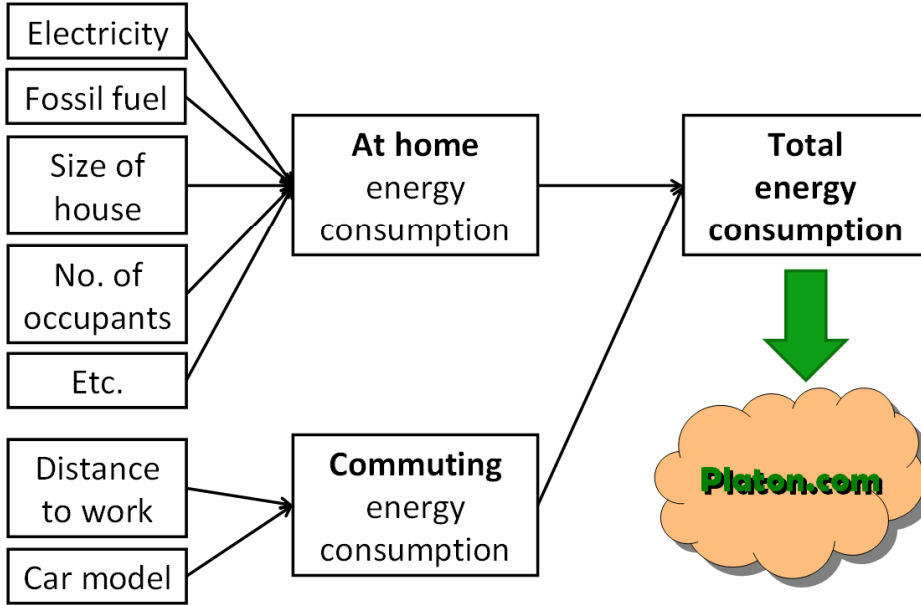
Benjamin Butty is a 4th year Bachelor of Commerce student with an option in Entrepreneurship at the Telfer School of Management. He is a previous competitive powerlifter turned runner who enjoys training, planning, and competing. He enjoys public speaking and brainstorming ideas, working with teams, to execute and achieve. His next step is to gain working experience before embarking on an entrepreneurial venture of his own.

Benjamin Butty will work as the Chief Marketing Officer (CMO) for Platon.com

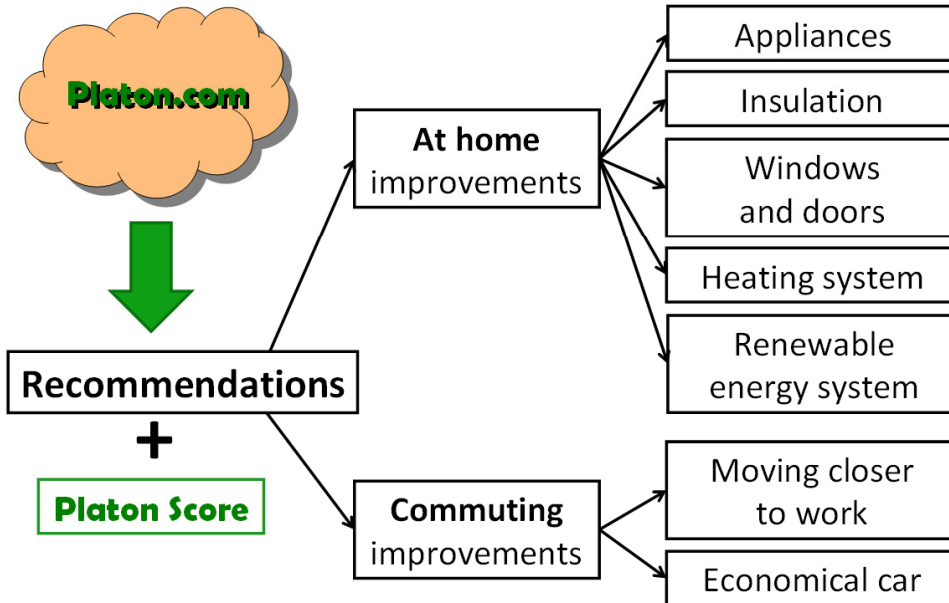
Appendix I – Platon.com Input/Output Diagram



Information input:



Platon output:



Appendix II – Case Study

Case Study – Home Section



Personal Information		Cost (\$)		Carbon Dioxide (kg)		Platon Score	
		Month	Year	Month	Year	Month	Year
Living Area (sq. ft.)	2100	0	0	0	0	0	0
Number of Occupants	3						
Year Built	2002						
Halogen Light Bulbs (%)	50						
Appliances Age (years)	8						
Heating System Age (years)	8						
Windows Age (years)	8						

Inputs from user

Home		Cost (\$)		Carbon Dioxide (kg)		Platon Score	
		Month	Year	Month	Year	Month	Year
Gaz		0	0	0	0	0	0
Heating Oil		85	1020	106.25	1275	0.35	4.25
Electricity		112.50	1350.00	741.09	8893.13	2.47	29.64
Water		40.00	480.00	13.33	160.00	0.04	0.53
<b>Home Results</b>		<b>237.50</b>	<b>2850.00</b>	<b>860.68</b>	<b>10328.13</b>	<b>2.87</b>	<b>34.43</b>

Home Platon Score

Home Recommendations		Cost (\$)		Carbon Dioxide (kg)		Platon Score		Initial Cost (\$)	Payback Period (years)	
		Month	Year	Month	Year	Month	Year			
Intelligent Thermostats		8.50	102.00	10.63	127.50	0.04	0.43	200.00	1.96	ON
100% Halogen Light Bulbs		10.66	127.90	70.21	842.51	0.23	2.81	60.00	0.47	ON
Solar Water Heater		26.57	318.79	175.00	2100.00	0.58	7.00	4800.00	15.06	ON
Low-E/Argon Windows		31.63	379.51	208.33	2500.00	0.69	8.33	6400.00	16.86	ON
Energy Star Appliances		16.88	202.50	111.16	1333.97	0.37	4.45	3800.00	18.77	ON
<b>Possible Home Results</b>		<b>143.28</b>	<b>1719.31</b>	<b>285.35</b>	<b>3424.14</b>	<b>0.95</b>	<b>11.41</b>	<b>15260.00</b>		

Possible Home Platon Score

Case Study – Commuting Section



Personal Information		Amount (\$)		Carbon Dioxide (kg)		Platon Score	
		Month	Year	Month	Year	Month	Year
Car Fuel Efficiency (l/100km)	9.4						
Distance to Work (km)	20						
Car Pool Passengers	0						

Inputs from user

Commuting		Amount (\$)		Carbon Dioxide (kg)		Platon Score	
		Month	Year	Month	Year	Month	Year
<b>Commuting Results</b>		<b>88.17</b>	<b>1058.00</b>	<b>282.50</b>	<b>3390.02</b>	<b>2.83</b>	<b>33.90</b>

Commuting Platon Score

Commuting Recommendations		Cost (\$)		Carbon Dioxide (kg)		Platon Score		Initial Cost (\$)	Payback Period (years)	
		Month	Year	Month	Year	Month	Year			
Ford Fiesta ECONetic		41.27	495.23	132.23	1586.82	1.32	15.87	14000.00	28.27	ON
Smart Car		25.96	311.47	83.17	998.02	0.83	9.98	7000.00	22.47	OFF
Toyota Prius Hybrid T3		38.89	466.66	124.61	1495.27	1.25	14.95	12800.00	27.43	OFF
1 Passenger Car Pool		44.08	529.00	141.25	1695.01	1.41	16.95	0.00	0.00	ON
Move 5km Closer to Work		22.04	264.50	70.63	847.50	0.71	8.48	10000.00	37.81	ON
<b>Possible Commuting Results</b>		<b>82.07</b>	<b>984.84</b>	<b>262.97</b>	<b>3155.60</b>	<b>0.38</b>	<b>4.51</b>	<b>24000.00</b>		

Possible Commuting Platon Score

Overall		Cost (\$)		Carbon Dioxide (kg)		Platon Score	
		Month	Year	Month	Year	Month	Year
<b>Current Results</b>		<b>325.67</b>	<b>3908.00</b>	<b>1143.18</b>	<b>13718.14</b>	<b>5.69</b>	<b>68.33</b>
<b>Possible Results</b>		<b>225.35</b>	<b>2704.15</b>	<b>548.31</b>	<b>6579.74</b>	<b>1.33</b>	<b>15.92</b>

Possible Overall Platon Score

## Appendix III – Simplified Viral Marketing Model

### Simplified viral marketing model (with reduced conversion % as user base saturates)

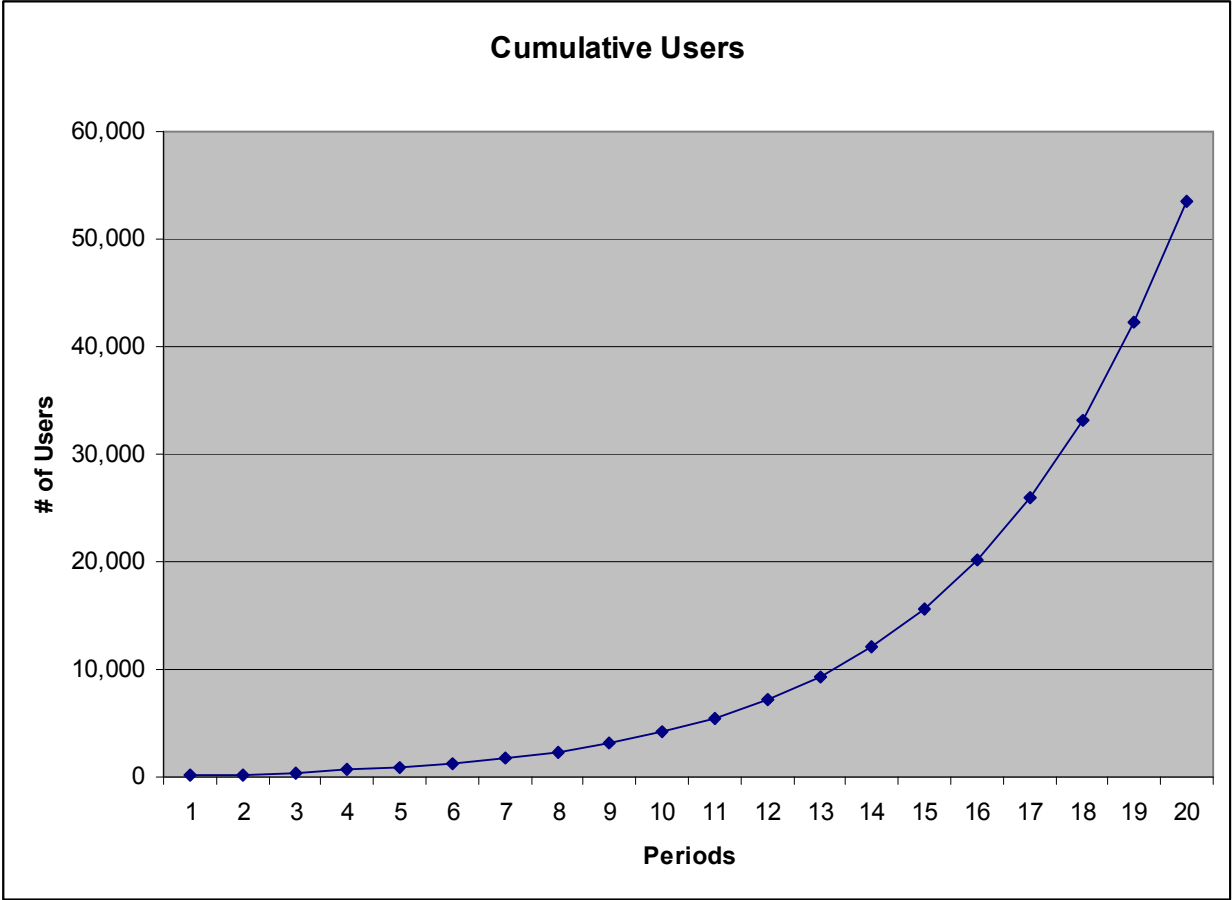
invite conversion rate %	3.5%
avg invites	37.00
initial user base	100
carrying capacity	1,000,000

time period	saturation %	conversion % (adj)	conversions / user	new users	cumulative users
1	0%	3.5%		100	100
2	0%	3.5%	1.29	129	229
3	0%	3.5%	1.29	168	397
4	0%	3.5%	1.29	217	614
5	0%	3.5%	1.29	281	895
6	0%	3.5%	1.29	363	1,258
7	0%	3.5%	1.29	470	1,728
8	0%	3.5%	1.29	608	2,336
9	0%	3.5%	1.29	785	3,121
10	0%	3.5%	1.29	1,013	4,134
11	0%	3.5%	1.29	1,307	5,441
12	1%	3.5%	1.29	1,683	7,125
13	1%	3.5%	1.29	2,164	9,289
14	1%	3.5%	1.28	2,777	12,066
15	1%	3.5%	1.28	3,553	15,618
16	2%	3.4%	1.27	4,529	20,147
17	2%	3.4%	1.27	5,746	25,893
18	3%	3.4%	1.26	7,249	33,142
19	3%	3.4%	1.25	9,076	42,219
20	4%	3.4%	1.24	11,257.55	53,476

**This model is based on the following assumptions:**

- we will get 100 initial users from our personal networks to use and share Platon
- the average Facebook and Twitter user has 370 friends
- when the PlatonScore is shared it will be seen by 10% of a users friends/followers
- of those 37 who view it, 3.5% will calculate their own PlatonScore and share it

Appendix IV – Cumulative Users Projection



## Appendix V – Income Statement:

	Year 1	Year 2	Year 3
<b>Revenue</b>			
Flat Fee Agreement	\$ 120,000.00	\$ 60,000.00	\$ -
Featured Products	69,000.00	138,000.00	276,000.00
General Advertising	182,500.00	365,250.00	730,500.00
<b>Gross Revenue</b>	<b><u>\$ 371,500.00</u></b>	<b><u>\$ 563,250.00</u></b>	<b><u>\$ 1,006,500.00</u></b>
<b>Expenses</b>			
Administrative	\$ 48,000.00	\$ 48,000.00	\$ 48,000.00
Marketing	24,000.00	24,000.00	24,000.00
Website Maintenance	14,400.00	14,400.00	14,400.00
Telephone Costs	2,880.00	2,880.00	2,880.00
<b>Total Expenses</b>	<b><u>\$ 89,280.00</u></b>	<b><u>\$ 89,280.00</u></b>	<b><u>\$ 89,280.00</u></b>
<b>Net Income</b>	<b><u>\$ 282,220.00</u></b>	<b><u>\$ 473,970.00</u></b>	<b><u>\$ 917,220.00</u></b>

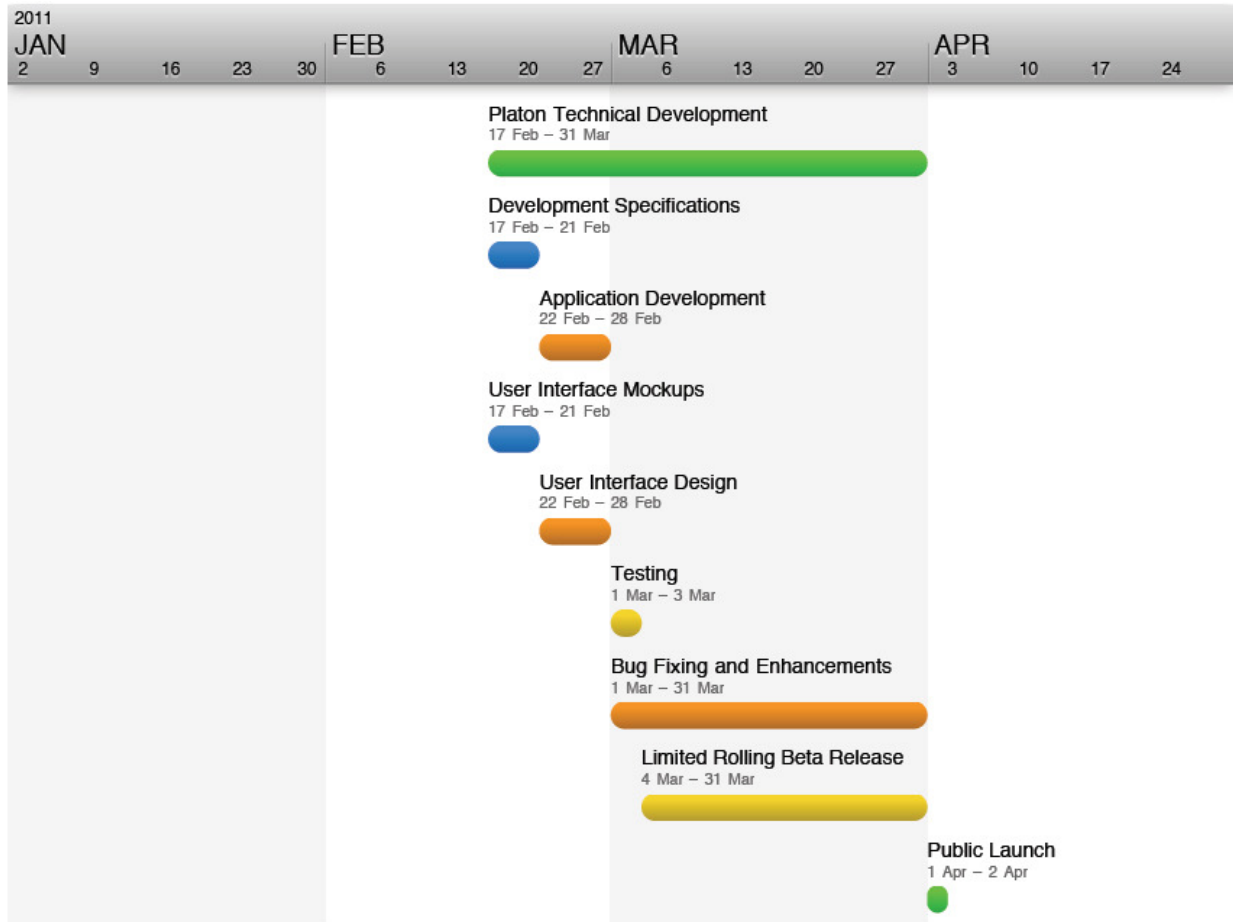
## Appendix VI – Cash Flow Statement:

	Year 1	Year 2	Year 3
<b>Beginning Cash</b>	\$ 4,750.00	\$ 286,970.00	\$ 760,940.00
<b><u>Operations</u></b>			
<b>Cash from Revenues</b>	<b>\$ 371,500.00</b>	<b>\$ 563,250.00</b>	<b>\$ 1,006,500.00</b>
<b>Expenses</b>			
Administrative	\$ 48,000.00	\$ 48,000.00	\$ 48,000.00
Marketing	24,000.00	24,000.00	24,000.00
Website Maintenance	14,400.00	14,400.00	14,400.00
Telephone Costs	2,880.00	2,880.00	2,880.00
<b>Net Cash Flow - Ops.</b>	<b>\$ 286,970.00</b>	<b>\$ 760,940.00</b>	<b>\$ 1,678,160.00</b>
<b><u>Financing Activities</u></b>			
Soft-Capital	\$ 4,000.00	\$ -	\$ -
Business Model Competition	\$ 750.00	\$ -	\$ -
<b>Net Cash Flow – Fin. Act.</b>	<b>\$ 4,750.00</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Net Cash</b>	<b>\$ 286,970.00</b>	<b>\$ 760,940.00</b>	<b>\$ 1,678,160.00</b>

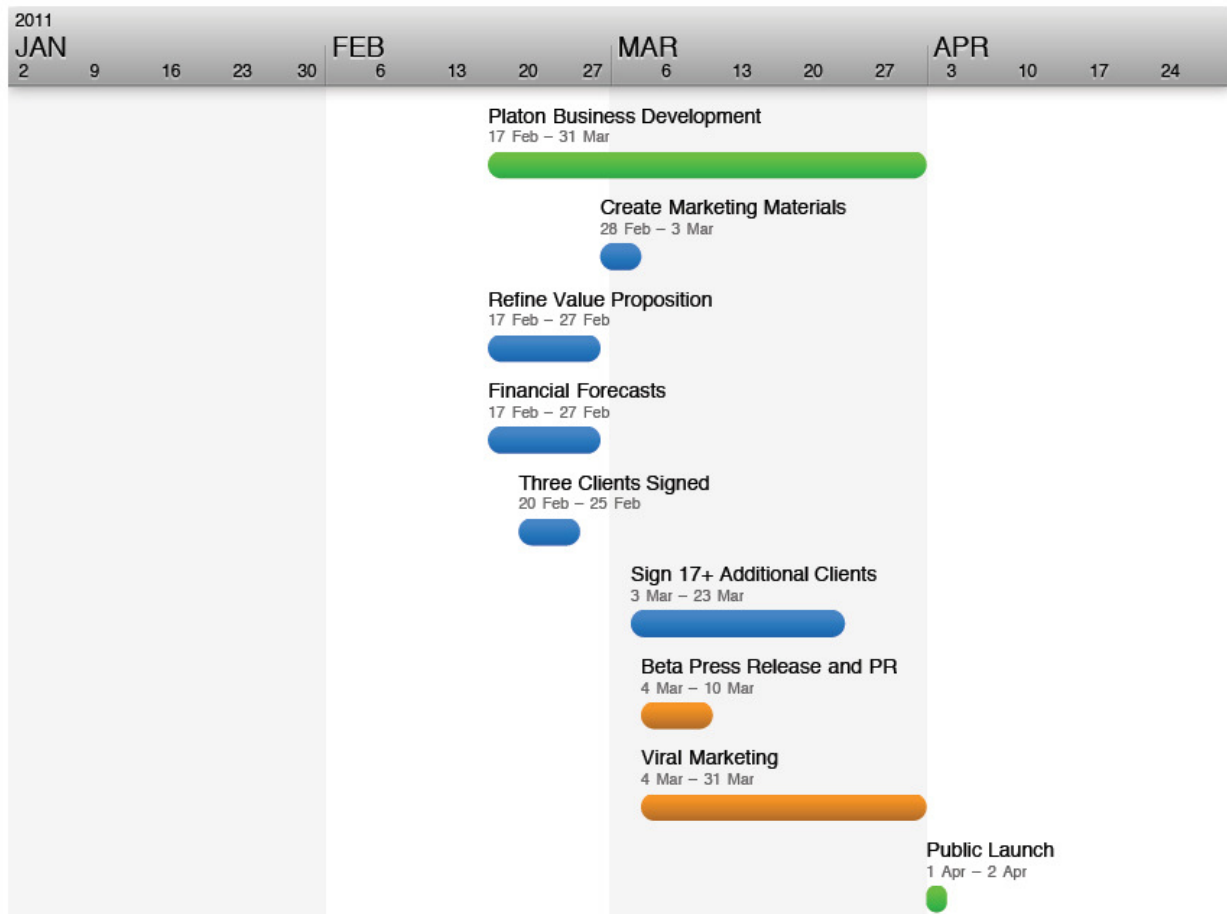
## Appendix VII – Balance Sheet:

	Year 1	Year 2	Year 3
<b>Assets</b>			
Current Assets			
Cash	4,750.00	286,970.00	760,940.00
Accounts Receivable	-	-	-
Other	-	-	-
<b>Total Current Assets</b>	<b>\$ 4,750.00</b>	<b>\$ 286,970.00</b>	<b>\$ 760,940.00</b>
Fixed Assets			
Domain Ownership	\$ 15.00	\$ 15.00	\$ 15.00
Website Design	2,000.00	2,000.00	2,000.00
Platon Calculator	2,735.00	2,735.00	2,735.00
<b>Total Fixed Assets</b>	<b>\$ 4,750.00</b>	<b>\$ 4,750.00</b>	<b>\$ 4,750.00</b>
<b>Total Assets</b>	<b>\$ 9,500.00</b>	<b>\$ 291,720.00</b>	<b>\$ 765,690.00</b>
<b>Liabilities and Equity</b>			
Current Liabilities			
Accounts Payable	-	-	-
Interest	-	-	-
Taxes	-	-	-
<b>Total Current Liabilities</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>
Invested Capital	\$ 9,500.00	\$ 9,500.00	\$ 9,500.00
Retained Earnings	-	282,220.00	756,190.00
<b>Total Owner Equity</b>	<b>\$ 9,500.00</b>	<b>\$ 291,720.00</b>	<b>\$ 765,690.00</b>
<b>Total Liabilities and Equity</b>	<b>\$ 9,500.00</b>	<b>\$ 291,720.00</b>	<b>\$ 765,690.00</b>

## Appendix VIII – Technical Development Plan

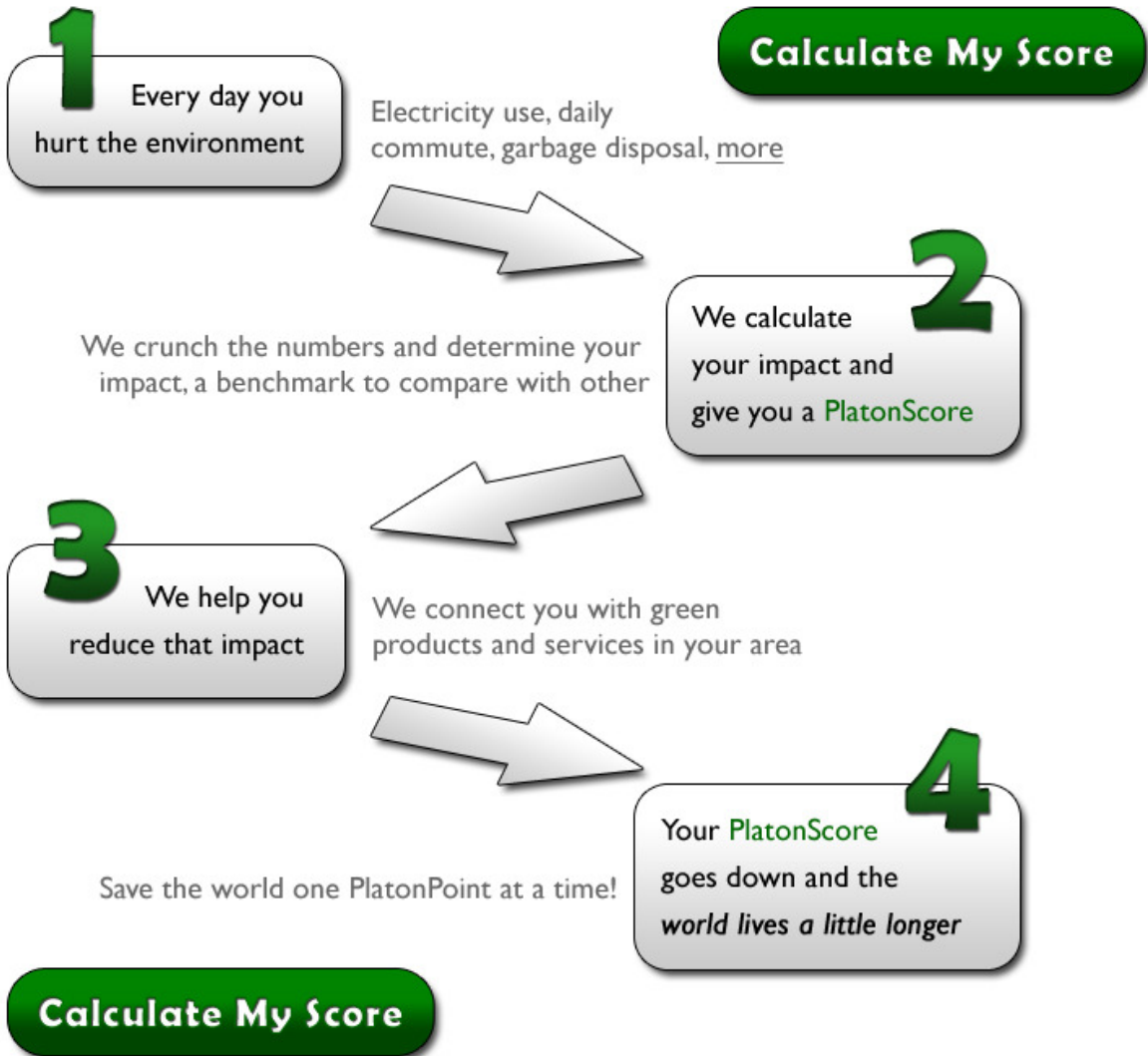


## Appendix IX – Business Development Plan





[My Score](#) [How it Works](#) [Contact Us](#)



[My Score](#) [How it Works](#) [Contact Us](#)

Copyright 2011 Platon Inc.